



NO **01**

DO COLOURS  
MATTER?

**D**

**N**



**E**

**R**

**H**



C O  
O L R



PASTELS

COLOR BLOCKING



EARTH TONES

MONOCOLOR

04

DO COLOURS MATTER?

06

COLOUR PSYCHOLOGY  
AND COLOUR TRIVIA

08

PASTELS

14

COLOR BLOCKING

20

MONOCOLOR

28

EARTH TONES

36

SEEN WITH THE EYE  
OF AN EXPERT

38

CASE STUDY

50

WORTHY OF ATTENTION

54

WE FOLLOW THE TRENDS

DO COLOURS MATTER ? | DO COLOURS MATTER?



Trend: Monocolor  
NOTI / Orgatec 2018 (photo by SDE)  
read more: pages 20 - 27



What would the world be like without colours? You don't know what you have until it is gone and the same goes for colours. Colour scheme and lighting play a fundamental role in interior design as they influence the way we perceive a certain interior – they decide whether we treat it as a luxurious or as a universal one. Not only do colours engage the eye but also the subconscious mind. They can affect the mood and spark off specific associations. What is more, colours have a tremendous impact on attracting visitors to exhibition stands during shows and taking purchase decisions. Colours evoke emotions — so do for example eagerly awaited announcements of the colour of the year made by the Pantone Colour Institute or colour trend forecasts made by couture houses every season. We have distinguished the following four current interior colour trends: EARTH TONE / PASTELS / COLOR BLOCKING / MONOCOLOUR. Will they turn out to be the leading ones in 2019? What can your brand gain if its colour scheme is different than the one of your visual identity? Enjoy your reading!

**Katarzyna Rzakiewicz**  
sales & marketing director / Smart Design Expo

## How many colours can the human eye see?

01

Experts in colorimetry claim that the human eye can discriminate about 150 monochromatic hues, which translates into 300,000 different colours should the saturation and brightness be taken into consideration. Not all the people share the same ability to perceive colours — women aged 15–24 constitute the most colour sensitive group whereas elderly men belong to the least colour sensitive one (Akçay, Sable, Dalgin, 2012).

# DID YOU KNOW...

## The perception of colours...

...depends on the sense of sight, the surface which can be matt or glossy and the distance between the object and the eye. Contrast effect is one of the most important rules used in interior design. It explains how the impression that a single colour creates changes depending on the selection of the colours it is combined with. Purple, for instance, seems to be warmer if it is contrasted with a cool blue colour but the same shade of purple appears to be cooler if it is teamed up with a warmer colour such as yellow.

02

## Extroverted consumers...

...who need strong visual stimuli are likely to feel comfortable in a shop where vibrant colours are predominant in the decor while introverted consumers expecting familiar stimuli are likely to keep away from it.

03

## A great favourite – blue, an unpopular choice – yellow

According to various research on colour preference, both women and men choose blue as their favourite colour. Yellow, however, seems to be the least favourite colour (Saad, Gill, 2000)

04



## Relax and recharge your batteries! Experience the colours at HEIMTEXTIL 2018

# 05

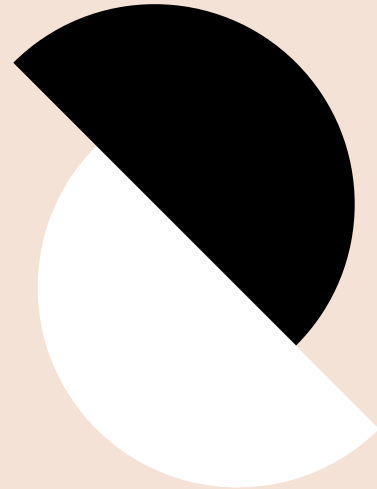
The designers from the (Un) Known Collective created a special relaxation zone at HEIMTEXTIL 2018 which encouraged the visitors of the largest textile exhibition in Frankfurt to unwind and recharge their batteries by means of an audiovisual experience. Feeling tense? Take advantage of the room where warm red light is emitted and experience its soothing and calming effect. Need an energy boost? Participate in the Recharge programme and immerse yourself in blue light in order to improve your concentration and increase your energy levels.

## Black — a byword for luxury and quality

If you want to prove that your products are luxury goods of highest quality, couple them with black. This technique is often used by shops which display their products on a black background as it additionally makes the products appear larger.

# 06

**07** Places, where tasks requiring precision and concentration are performed should be decorated with warm colours. When it comes to tasks involving reflection, creativity and rational reasoning, monochromatic hues of blue are recommended.



## The sum of all colours of light adds up to white

Neither black nor white are on the colour wheel because they are not treated as colours as such. The same goes for all shades of grey. Black colour contrasts nicely with dark heavier tones (e.g. claret) whereas lighter pastel colours (e.g. pink) provide an interesting contrast for white.

# 08



*Pastels are not team players,*

that is why both fashion and interior designers let them steal the show.

[www.zarahome.com](http://www.zarahome.com)



[www.zarahome.com](http://www.zarahome.com)



[www.whitemad.com](http://www.whitemad.com)



[fiat.autospirit.ee](http://fiat.autospirit.ee)



# PASTELS

---

The Pantone Colour Institute firmly believes that Living Coral (16-1546) will be the colour of 2019. This bright coral hue with a golden undertone has been defined as a life-affirming symbol of nature, optimism and expression. However, the best designers of Proenza Schouler from New York together with Elie Saab, whose collections can be admired during the Paris Fashion Week, would bet on cool pastel shades. We have had a chance to see it for ourselves at the trade shows such as iSaloni, Light+Building and Orgatec. One thing is for sure — pastels are the right choice if the associations of tenderness, softness, femininity or sophistication are to be evoked.

**Weronika Politowicz /  
Smart Design Expo designer**





Soft Line / Salone del Mobile. 2018  
(photo: SDE)



Pastel blue is the least engaging colour for the eye and thus an ideal colour for the product display background.

Pastels seem to be ideal for large surfaces (walls, floors). They are not intrusive or overwhelming. Subtle shades can create a perfect setting for displaying designer furniture as well as a whole variety of other products.



Ton / Salone del Mobile 2018. (photo: SDE)

Pastel colours interact with the light, they blend together and complement one another.



In Class / Orgatec 2018 (photo:SDE)

Need a great idea to showcase the same model of a chair? Colouristic arrangement of the products is the answer! A combination of pastel tones was chosen for that particular purpose.



Ercol / Salone del Mobile 2018 (photo: SDE)

The display of the furniture collections has been enhanced thanks to the special zones with pastel backgrounds.





**Pastels give a light and airy look to a stand as well as a feeling of sophistication and style.**

Soft Line / Salone del Mobile 2018 (photo: SDE)



**Łukasz Jerzmanowski / Smart Design Expo co-owner:** Designing is an ability to create innovative things through careful observation, analysis and synthesis of the surrounding reality. New trends and latest fads tend to emerge at the trade shows but not all of them will catch on in the popular culture or in business.



fot. Sergi Pons  
[www.lizzaubrey.com](http://www.lizzaubrey.com)



STUDIO Y., Melbourne  
[www.designboom.com](http://www.designboom.com)

*Color blocking is not only a reference to the world of fashion,*

*but also to the design history.*



Marc Jacobs Boho Grid Bag  
[www.farfetch.com](http://www.farfetch.com)



Bejot products | Knowledge Center in Boleslawiec, Poland  
[www.bejot.eu](http://www.bejot.eu)





# COLOR BLOCKING

The term color blocking can be best described as taking colours that seem to clash, such as for example intense electric blue and pink, and pairing them together so that attractive, bold, juicy and expressive combinations are achieved. The trend is believed to have originated from the fashion industry and it is said that it was later incorporated in interior design. In fact, you couldn't be more wrong! Actually, the early beginnings of the movement that resembles the existing trend of colour blocking go back to 1980s when Ettore Sottsass, a designer, together with other designers, architects, graphic designers, photographers and theorists created the unique postmodern Memphis style. Back then references to standardized products manufactured by large concerns were popular with many creatives who borrowed from De Stijl and Bauhaus traditions. Their designs corresponded to pop art and art deco too as they based their creative visions on striking contrasts, abstract shapes and geometric forms. Such combinations are still trendy since energizing colours and geometric shapes blend together perfectly!

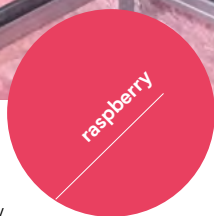
**Marzena Michalska /  
Smart Design Expo  
designer & art director**





Adrenalina / Salone del Mobile 2018  
(photo: SDE)

If you want to incorporate energizing colours into your design, turn to both textiles and upholstery materials as they offer unparalleled opportunity in every interior. Sofas, armchairs, ottomans and poufs will definitely provide a great chance to explore color blocking.





Let's not be afraid of colours! Given that geometric shapes are a perfect match for colour blocking, combining these two trends in interior design can result in an interesting and trendy alternative for more neutral choices. Such a trick of the trade is more than likely to be remembered by the visitors to the exhibition stand and it is bound to attract great attention.

As for colour blocking, the best results can be achieved if complementary colours, that is the opposite colours on the colour wheel, are combined.



Flötotto / Orgatec 2018 (photo: Instagram: @floetotto\_official)



Eigen Huis & Interieur pavilion 2015 by i29 interior architects (photo: trendland.com)

If you want to give colour blocking a try, you need to overcome your fears and be open to new unusual colour combinations.



Budri / Salone del Mobile 2018 (photo: SDE)

Expressive colours along with simple forms and intriguing textures of fabrics appeal to various senses and give exhibition stands great vibes.

## Let's not be afraid of experimenting and playing with colours...

...cause this is precisely what designing is all about — having fun, staying positive and creating interiors that will leave you energized and inspired.



Famo / Orgatec 2018 (photo: [www.orgatec.com](http://www.orgatec.com))



**Łukasz Jerzmanowski / Smart Design Expo co-owner:** The internet provides us with a wide range of free online programs that can help us combine the colours in order to achieve the colour blocking effect while satisfying our tastes at the same time. The following websites are definitely worth recommending — Khroma, which creates personalized colour palettes taking into consideration our preferences, Adobe Color CC and Color Supply, which can help us combine colours with the main focus on contrasts and opposites.



Large surfaces, simple forms and expressive colours — that is all it takes.

the.artceram / Salone del Mobile 2018 (photo: SDE)



Dum / Orgatec 2018 (photo: www.orgatec.com)

# The idea behind a monochromatic interior

...is to create a colour scheme using very similar colours together with their different hues, shades, tones and tints.



[www.profim.pl](http://www.profim.pl)



[www.profim.pl](http://www.profim.pl)



[www.whitemad.pl](http://www.whitemad.pl)



[www.zara.com](http://www.zara.com)



# MONO COLOR

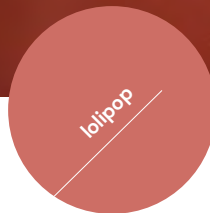
It is a trend that completely rejects contrasts. Everything seems to be pretty much the same. The table is red, the lamp above it is red, the armchairs next to it are red and so are the curtains behind it. And guess what? The wall you can see in the background is red too! The only thing that seems to be missing is a red plant in a red pot with red leaves. Virtually everything is the same. But is it really so? Designers create interiors by matching various structures, weaves and patterns of different elements. If you take a closer look, you will notice that the curtains which are exposed on the robust wall are very delicate and that the table placed on the fluffy carpet is openwork. Diverse textures flooded with the same colour create interiors that are charged with profound emotions. It may be a little too much for spaces of everyday life but it is definitely the way to go for exhibitors as it does wonders with the business meeting areas and it provides an unashamedly audacious edge to the brand.

**Łukasz Zaremba /  
Smart Design Expo designer**





Pedrali / Salone del Mobile 2018  
( photo: SDE )





Pedrali, an Italian brand, launched a stunning furniture collection called Buddy, which was designed by Busetti, Garuti and Redaelli. The collection was shown for the very first time in spring 2018 at the trade fair in Milan. The furniture was presented in colour groups but the section with the shades of powder pink, lipstick red and apricot caught our eye the most.



If different fabrics and structures are used, the same shade reflects the light in a completely different way and, as a result, the shape and the material of different objects become the most prominent elements of the whole composition.

DeVorm / Orgatec 2018 (photo: SDE)



Monochromatic combinations may seem overly simple and limited. However, the vast array of variants of the same colour has enormous potential. Sometimes this trend may go unrecognized at first sight, which in fact means that the desired result is achieved. Reds, yellows and oranges can create mind-blowing effects whereas darker colours such as blues, purples and greens do not offer such a wide range of possibilities.



*Diverse textures  
flooded with the  
same colour...*

...create interiors that are charged  
with profound emotions.

Cascando / Orgatec 2018 (photo: SDE)



Schönenbuch / Orgatec 2018 (photo: SDE)



Profim / Orgatec 2018 (photo: SDE)

Profim, a Polish company, showed the same orientation towards this particular exhibition trend at the Orgatec trade fair. Colour zoning was used in order to showcase the products in a stylish way.

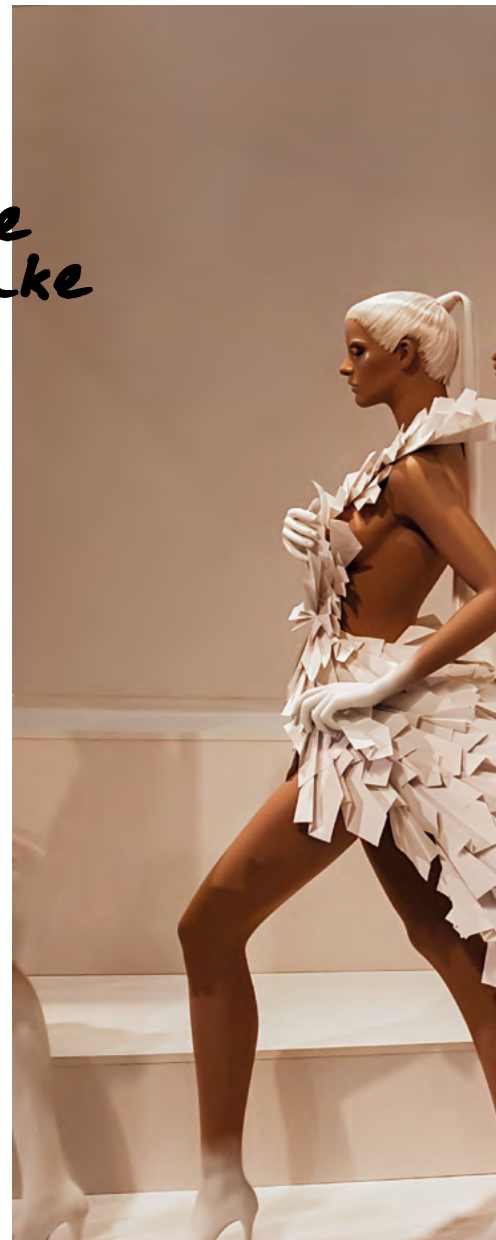


**Jerzy Osika | CEO of the Promedia company**

Given that I am the CEO of the Promedia and the managing editor, I am often invited to the fairs as a representative of the media so that I could later share my thoughts and interesting observations with the readers of our magazines and internet portals devoted to trade exhibition industry as well as with the attendees of my lectures and workshops. I organize and host Expo Marketing, an annual event about modern exhibition marketing, and what I see at numerous shows all over the world during the year is very helpful for me.

*The predominant colour in the stand colour scheme is to make the visitor feel comfortable.*

An exhibition stand is no longer just a place where money and goods are exchanged. According to the statistical data gathered by AUMA, a German association, signing a contract is not a top priority for either exhibitors or visitors as it ranked sixth and seventh respectively on the list of their expectations. The exhibition stand of today is supposed to be a place which will offer a positive, unique and coherent customer experience along with brand experience. The predominant colour in the stand colour scheme should make the visitor feel comfortable and be consistent with the brand personality, both online and offline. When it comes to international trade fairs, cultural differences in color psychology should be closely examined and taken into consideration.





Euroshop / Dusseldorf (photo: J. Osika)



[www.instagram.com - @projectorium](https://www.instagram.com/@projectorium)

## *Elegance and nature intertwined*

Earthy colours give an interior an exclusive look and make it a perfect place for relaxation.



[www.bejot.eu](https://www.bejot.eu)

[www.massimodutti.com](https://www.massimodutti.com)



# EARTH TONES

We noticed two predominant colours at the Orgatec fair, namely dark, noble navy blue and bottle green. These colours are closely connected with nature — the jungle and the depths of the ocean seem to be the inspiration behind them. Earth tones may be soft and subtle but deep and mysterious too.

They may look organic and natural or sophisticated and atmospheric. They are often combined with boho style and rustic style. Tints, tones and shades such as patina or terracotta create stunning effects. Colour palettes inspired by nature can be combined with warm colours but touches in cold colours like for example cold red can also be added.

The hues of furniture can either mirror the colours of the walls or contrast with them.

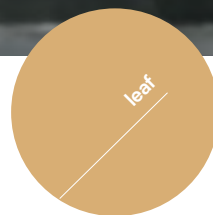
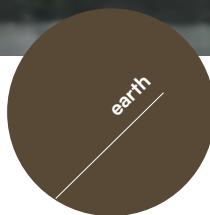
**Joanna Dittmar /  
Smart Design Expo designer**





Point. / Orgatec 2018 (photo: SDE)

We noticed two predominant colours at the Orgatec fair, namely dark, noble navy blue and bottle green. These colours are closely connected with nature — the jungle and the depths of the ocean seem to be the inspiration behind them.







Earth tones may be soft and subtle but deep and mysterious too. They may look organic and natural or sophisticated and atmospheric. They are often combined with boho style and rustic style. Tints, tones and shades such as patina or terracotta create stunning effects



Muuto / Salone del Mobile 2018 (photo: SDE)

Colour palettes inspired by nature can be combined with warm colours but touches in cold colours like for example cold red can also be added.



Tacchini, Orgatec 2018 (photo: [www.orgatec.com](http://www.orgatec.com))

The hues of furniture can either mirror the colours of the walls or contrast with them.

*Colour palettes inspired by nature offer a whole spectrum of options and unusual combinations.*



Zilenzio / Orgatec 2018 (photo SDE)



**Lukasz Jerzmanowski / co-owner Smart Design Expo:** Exhibitor, quo vadis? What are your goals in terms of business and image related to the fairs? How do you want your brand to be remembered? It is only through proper conversation and deep understanding of the client's needs that suitable design solutions can be put forward. Selecting the right colours, not necessarily corresponding to the visual identity of your company in a direct way, is one of the measures to achieve the exhibition goals.



The shades of warm brown, beige and green are perfect for the colour scheme of both classical and modern interiors. They make us feel snug, warm and secure. What is more, brown is associated with a sense of permanence and stability. The two new colours that are neutral and thus match each and every earthy colour, namely gold and copper are becoming more and more popular, especially for the finishes to the decorative elements.



Caimi / Orgatec 2018. (photo: [www.orgatec.com](http://www.orgatec.com))

Thanks to the spot lights, the items seem to emerge from the darkness, which creates an air of mystery.



TOUCAN-T / Orgatec 2018 (photo: SDE)

Earth tones blend perfectly with rough structures and textures. Gold elements, which offer a contrast to plain surfaces, provide an interesting background for the product display.



**Bartłomiej Pawlak i Łukasz Stawarski | Pawlak & Stawarski**

We specialize in product design. We have been cooperating with each other since 2014. We graduated from the University of the Arts in Poznań with a degree in Industrial Design. Today we work at the university, our alma mater, but we carry out commercial projects too.

*The products are simple in form and the colour palettes inspired by nature become the focal point.*

A human being confronted with technologically advanced products becomes the weakest link. Thus, the trend of going back to nature is getting more and more popular. The products which let us unwind and calm down after a hectic day in the crowded city centre are favoured. The products are simple in form so the colour palettes inspired by nature become the focal point. Their inhomogeneity corresponds to the 'earthy' style – melange, conglomerate, concrete, thick fabric weaves, artificial or natural textures such as painted oak. These types of surfaces are a taste of nature in our surroundings.





ARCH collection / Fameg (photo: Weronika Trojanowska)



# COLOURS

---

# IN ART

---

What is the role of colours today? Due to the fact that colours are present virtually everywhere, they are no longer consciously noticed. It seems that they have almost lost their value, they do not represent what they used to – they got devalued in a spiritual way. Colours have great power as they can profoundly influence the human psyche and so they may be used to control the global behaviors of societies as well as those on the individual level. The role of colours in the public space can be described as decorative but also manipulative, thus making colours a key marketing tool.

We can now witness the massification of colours. Popular culture does not allow for the spiritual meaning, hence it is not possible to adopt the metaphysical perspective either. As an artist, I consider colours as a kind of language, a way of communication, something that can convey meaning. Colours still have their metaphysical side in the world of art. That is why I need to be aware of the meaning that certain colours have when I choose to use them. I treat a particular colour just as an element of the larger structure which forms the entire artistic message as a result of the process of artistic creation. I keep

in mind the fact that the impact of the same colour will be different depending on the colour context it is used in. A certain colour becomes chromatic only when it is combined with another colour which is different in terms of temperature. The properties of colours wouldn't be visible without such a colour combination. Combined with colours, so-called noncolours such as white, black and grey obtain colour properties like colour temperature and, as a result, they are actually perceived as a component of colour structure.

As far as colours are concerned, the context of meaning is of great importance — not only when it comes to the cultural aspects but also in terms of associations which made it possible for us to survive in the natural habitat. The latter still have a tremendous impact on us as they can trigger our instinctive reactions.

Colours are a very dynamic and versatile means of expression — it is possible to put an entirely different artistic interpretation on them depending on the way they are used or combined with various forms, social contexts or contexts of meaning.

**Maciej Przybylski, PhD, DSc, ProfTit (UAP)**





**Navy blue curtains.**

The textiles that are used to decorate such a large space make the stand have a friendlier reception and an air of mystery.



DETAIL 1



DETAIL 2



**The decorative lighting** creates a night-light effect and provides a pleasant atmosphere for business conversations.



DETAIL 3



**Gold colour** chosen for the frames and the elements of the counters complements the colour scheme of the stand. It also raises the profile of the company and adds a feeling of exclusiveness.





## 01 Ideal of Sweden IFA 2018

The project was carried out together with a German agency - MesS.O.S Exhibitions & Events. iDeal of Sweden is a young brand and a manufacturer of stylish phone cases and covers. Every year the company unveils their fine collections for two seasons - spring/ summer and autumn/ winter. iDeal of Sweden is a successful brand as it forms strong associations between ordinary phone cases and luxurious fashion, world travels and unforgettable night outs. The brand represents a certain lifestyle targeted at the new generation - it is exactly the style that Millennials dream of and we needed to capture it in order to create the stand for the IFA fair.

iDeal of Sweden

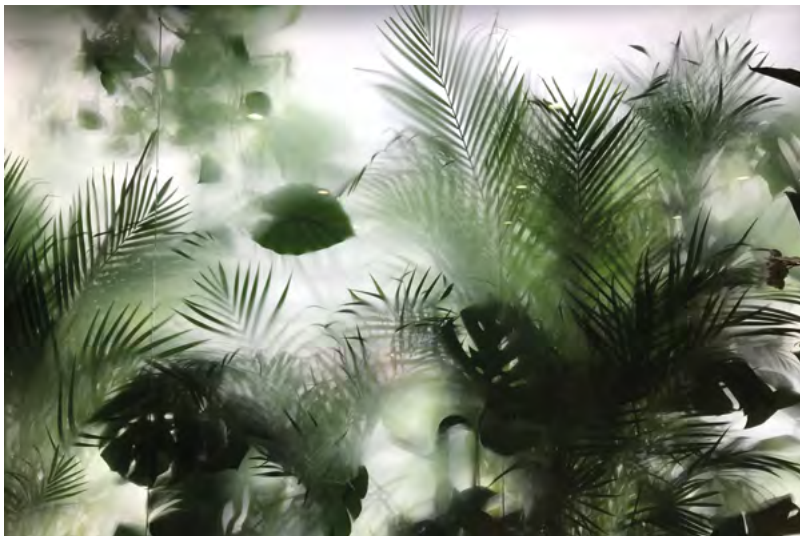
I-Deal of Sweden  
IFA 2018  
270 m<sup>2</sup>



The cases and covers manufactured by iDeal of Sweden were presented in a way which encourages taking pictures and posting them on social media. In order to exhibit the products together with the carefully prepared compositions, we used original glass cases and custom-made glass display counters. The colours and fabrics blended perfectly with the wood tones.



iDeal of Sweden / IFA 2018



**Łukasz Zaremba / Smart Design Expo designer:** The look of the stand was enhanced with the smoked mirrors – a decorative element which additionally makes the interior optically bigger. Another attractive feature of the stand worth mentioning is a special decoration made from three different types of exotic plants (ceriman, areca palm and a backlit glass panel, which served as a background.



**The openwork structure** — it gives the stand a light airy look and corresponds to the global architecture trends such as the inclination towards arches and circles.



**The meeting rooms** — the fabrics that are presented in various forms create a friendly and pleasant atmosphere for business conversations as they provide a haven of peace away from the hustle and bustle of the exhibition halls.



**The counter and decorative elements** — the geometric shapes together with the openwork and wiry accessories in earthy colours complement the design concept.



DETAIL 1

DETAIL 2

DETAIL 3



## 02 Dekoma Heimtextil 2019

In early January we presented our products at HEIMTEXTIL, the biggest international trade fair for textiles. It was the third time that we had participated in this exhibition show.

The light openwork structure of the stand allowed a smooth and subtle change from classical style interior to the modern minimalist one.

The carefully designed interiors provided the visitors with a chance to familiarize themselves with our materials in a relaxed and pressure-free atmosphere. The visitors could savour the abundance of soft colours, interesting textures and cozy spaces while admiring the textiles, which were used both in an ordinary and extraordinary way — for creating the upholstery on the furniture and decorative panels, partition walls, cushions and lampshades.

Dekoma

Dekoma  
Heimtextil 2019  
94 m<sup>2</sup>





The illuminated logo was subtly draped in a transparent fabric in order to maintain the consistency of the project whereas the lampshades above the upholstered counter were added to the design to attract the attention of the visitors.

Dekoma / Heimtextil 2019



**Łukasz Zaremba / Smart Design Expo designer:** The best way to present the brand is to show it in the neutral background. That is why we created a few zones to exhibit the client's products — curtains, upholstered semicircles and armchairs provided a pleasant atmosphere for business conversations.



DETAIL 1

**The play of light.** The black colour combined with the right type of lighting creates elegant half shadows on the products.



DETAIL 2

**Coral decorative elements.** Introducing the pastel shade to the design makes the stand look more voguish and less rough.



DETAIL 3

**Displaying the product,** namely the shower cubicle with a mirror, as a photo booth results in a better interaction between the visitor and the exhibitor.







### 03 Radaway 4 Design Days 2019

Stylishly designed space with a feeling of timeless elegance. This is the impression that the remodeled stand created for Radaway made during the 4 Design Days show. This year matt pastels will be on-trend. These colours are perfect for interior decor as they make spaces look cozy, snug and charming. What is more, they evoke positive emotions and a feeling of relaxation. Black, in turn, is associated with luxury, an air of chic and elegance. It is a timeless colour that never goes out of fashion. Combined with pastels, it gives the stand an original look and it highlights the style of the bathroom.

Radaway

Radaway  
4 Design Days 2019  
58 m<sup>2</sup>





Radaway / 4 Design Days 2019



**Weronika Politowicz / Smart Design Expo designer:** Thanks to the minimalist style of the stand, the different interior arrangements are visually emphasized. We went for displaying the brand products and accentuating the catchphrases, which makes it possible to experience the brand and develop the company personality.



Messedesign Jahrbuch

# TRADE FAIR DESIGN ANNUAL

2018/19

Sabine Marinescu  
Janina Poesch

avedition



The stands, both designed and manufactured by Smart Design Expo, gained worldwide recognition when they were published in the prestigious Trade Fair Design Annual, which is a specialist annual presenting the best, the most creative and innovative projects in the fair trade industry in the whole world.

— We feel deeply honoured and proud to have received such an award for the entire project, that is not only for the design but for the construction as well, especially as we are the only Polish company to have achieved it so far — says Łukasz Jerzmanowski, the co-owner of Smart Design Expo. Our project of the stand designed for Anwis, a leading producer of shades and blinds in Europe, was awarded in the category Architecture and Material. The other awarded stand, which was created by Smart Design Expo for the PKP Group (national rail operator), resembled a modern railway station and it was presented during the TRAKO show in Gdańsk.

The fact that our projects are published in Trade Fair Design Annual proves that the exhibition stands that we create have reached an international level and that we have a real impact on the global discussion on the upcoming trends, visions and solutions of the future in the exhibition trade industry and the world of design.

**Łukasz Jerzmanowski /  
Smart Design Expo co-owner**



The PKP group comprises PKP S.A. and 10 co-partnerships which render services in the sector of railway, energy as well as information and communication technology. Four conference rooms, a storage room, catering facilities, a bar and information counters for each and every co-partnership — all these elements confirm the functionality and user-friendliness of the project.

In order to create the structure of the stand, we used 1.6 metres of spruce scantlings, thanks to which the heady scent of wood accompanied the visitors during the show at all times.





The stand of 160 square metres symbolizes a modern house. The elevation of the walls (which are 5.5 metres high) is formed from 1150 plywood strips of various depth coated in concrete. In that way, a dynamic facade resembling blinds is created. The products are presented in actual sizes, which are pretty impressive (3 metres in height). Above the huge counter (7 metres in length) there is an enormous decoration made from laser-cut wooden circles whose form corresponds to the shape of the Anwis logo. The illuminated photography taken by Szymon Brodziak is the heart of the stand. Thanks to the symmetrical layout (the large entrance, the arrangement of products, the counter in the centre) the visitors are directed to the inside of the stand and the usable floor area is maximized.



We approached this particular project from many different angles. I wanted the visitors to see the products from three different perspectives, namely as product display, artistic photo gallery and virtual product experience. I decided to choose the following three main materials for the structure: concrete, poplar plywood and black varnished steel.



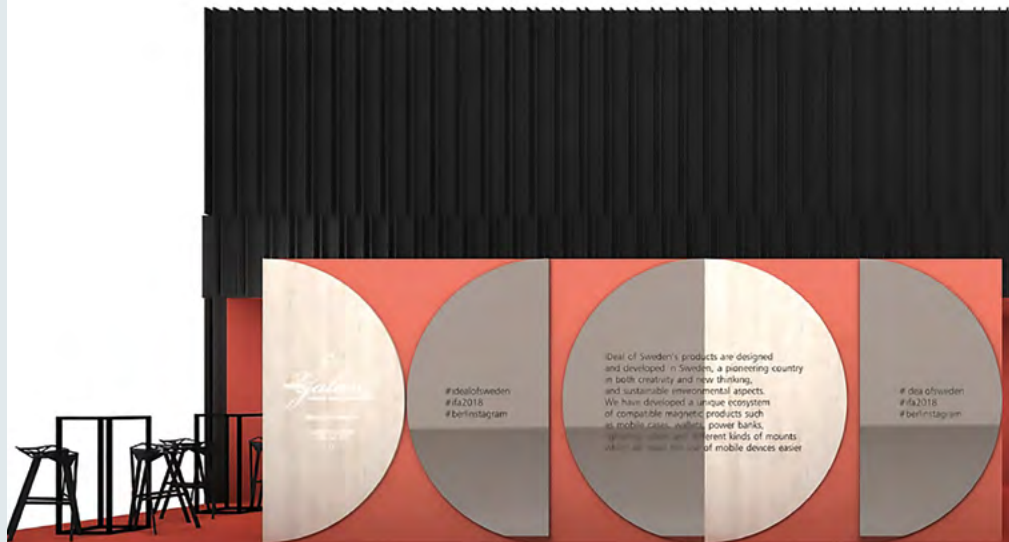
In order to meet the client's expectations, the stand of 352 square metres has been turned into a modern train station, which is to represent the economic activity of the whole PKP group. It is the roof of the stand that gives it a unique look. The shape of a triangle is the main theme here as it constitutes a building block of the PKP branding.

# OUR C



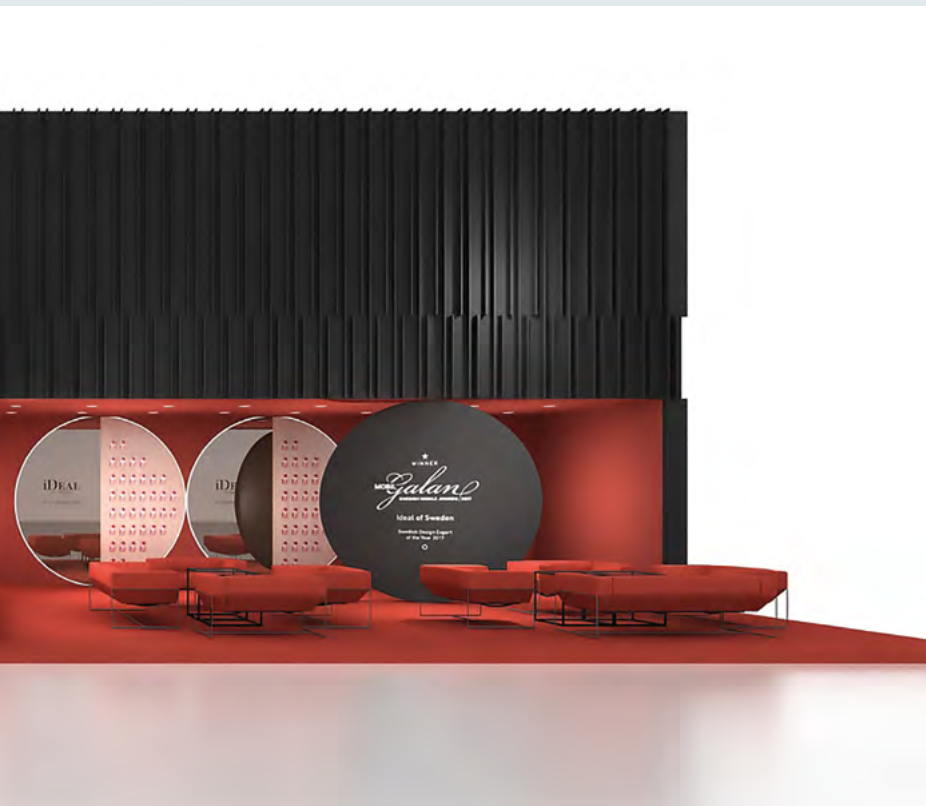
| 1 |

| 2 |





# CONCEPT



The more saturated the colour, the more expressive the result. Let's not shy away from saturated colours as furniture or walls in neutral colours (such as grey, white, black, natural wood colour or complementary colours) can easily balance them.

**| 1 |** If you want to enhance the emotional power of colours that attract attention, go for colour gradient. The combination of the gradient effect with the current trend of colour blocking creates a powerful brand communication which conveys strong emotions and triggers associations facilitating the process of establishing the first contact with the product. Playing with colours allowed us to bring out the beauty of the sunset, which is truly intriguing and reminds you of blissful and sunny Florida.

**| 2 |** The shape of a circle and colours are the main leit-motifs of the stand. The second level of the deck, which is elegant and neutral in colour, subtly conceals the whole floor and provides more room for business conversations during the trade fair. However, the intense red clearly dominates the colour scheme of the deck's first level.

# EDITORIAL TEAM

---

ŁUKASZ JERZMANOWSKI  
Smart Design Expo co - owner

Expert supervision  
and trend verification.



KATARZYNA RZADKIEWICZ  
sales & marketing director

Content verification.



MARTA DOBROŚ  
graphic designer

Graphic design  
and print preparatio.



JULIA KRÓLAK  
marketing specialist

Colour trivia  
and stand descriptions.



MARZENA MICHALSKA  
designer & art director

COLOR BLOCKING.



ŁUKASZ ZAREMBA  
designer

Colour trend identification  
and MONOCOLOR



WERONIKA POLITOWICZ  
designer

PASTELS.



JOANNA DITTMAR  
designer

EARTH TONES.





